NEWS S

ON YOUR SIDE

ORDER

Flight Dates 09/11/12-09/17/12

Order Sep 00:20:00

Order Share %

WVPX

Product Estimate # 974

Contract / Revision 304801 / Issue. 09.11.12-09.17.12 Alt Order #

<u>Original Date / Revision</u> Agency Com 15% <u>Billing Type</u> Cash

07/16/12 09/12/12 Billing Contact Order Type GENERAL

Advertiser Crossroads GPS Billing Cycle EOM/EOC

600 Fairmont Avenue - Suite #306 Billing Calendar BROADCAST

Towson, MD 21204 Demographic A35+

Agency Mentzer Media

Buying Contact

Rev Codes

POL POL ISS

Buying Contact

Sales Office EWSDC Product Codes PL
Sales Region NAT Priority P-1

600 Fairmont Avenue - Suite #306

Towson, MD 21204

Agency Ref

Advertiser Ref

Primary Account Executive

Daniel Baylog

Account Executive Order% Start Date End Date

Daniel Baylog 100%

Competing Station	on % of Order	Amount
CABLE	%	
UNKWN	100%	
WBNX	%	
WDLI	%	
WEAO	%	
WGGN	%	
WJW	%	
WKYC	%	
WMFD	%	
WOAC	%	
WOIO	%	
WQHS	%	
WUAB	%	
WVIZ	%	

%

Market Value

Order Totals Billing Plan

 Month
 # of Spots
 Net Amount Gross Amount
 Rating
 Start Date
 End Date
 # Spots
 Net Amount Gross Amount

 September 2012
 79
 \$90,525.00
 \$106,500.00
 0.00
 08/27/12
 09/17/12
 79
 \$90,525.00
 \$106,500.00

Totals 79 \$90,525.00 \$106,500.00 0.00

											Tota	als
Ln Ch	Start	End	Inventory Code	Break	Start/End	Γime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
N 1 WEWS	09/11/12	2 09/17/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	МГWГF	:30	4	\$450.00 P-2	0.00 NM	4	\$1,800.00
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/	10/12	09/16/12	- TWTF	4	\$450.00	0.00						
Week: 09/	17/12	09/23/12		0	\$0.00	0.00						
N 2 WEWS	09/11/12	09/17/12	M-F GMA 7-9a	CM	7-9a	MTWTF	:30	8	\$500.00 P-2	0.00 NM	8	\$4,000.00
			M-F GMA 7-9a									





Contract / Revision 304801 Flight Dates 09/11/12-09/17/12 Hiatus Dates

Advertiser Crossroads GPS Product Issue. 09.11.12-09.17.12 Estimate # 974

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		nventory Code		Start/End Ti		Len Spo		Rate Pri			Amount
N 2 WEWS 09/11/12 09/		И-F GMA 7-9а И-F GMA 7-9а	СМ	7-9a	МГЖГБ	:30	8	\$500.00 P-2	0.00 NM	8	\$4,000.00
Start Date End	l Date	Weekdays	Spots/Week	Rate	Rating						
	16/12	- TWTF	8	\$500.00	0.00						
	23/12		0	\$0.00	0.00						
N 3 WEWS 09/11/12 09/		И-F 12-1230pm N И-F 12-1p News	ews CM	12-1p	МГWГF	:30	4	\$800.00 P-2	0.00 NM	4	\$3,200.00
	l Date		Spots/Week	Rate	Rating						
	16/12	- TWTF	4	\$800.00	0.00						
	23/12		0	\$0.00	0.00			*	0.00.1114		
N 4 WEWS 09/11/12 09/		И-F 1-2p И-F 1-2p	СМ	1-2p	МГЖГБ	:30	4	\$450.00 P-2	0.00 NM	4	\$1,800.00
	l Date		Spots/Week	Rate	Rating						
	16/12	- TWTF	4	\$450.00	0.00						
	23/12		0	\$0.00	0.00						
N 5 WEWS 09/11/12 09/		И-F 4-5p Dr. OZ И-F 4-5p Dr. Oz	СМ	4-5p	МГWГF	:30	4	\$800.00 P-2	0.00 NM	4	\$3,200.00
	Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
	16/12	- TWTF	4	\$800.00	0.00						
Week: 09/17/12 09/2	23/12		0	\$0.00	0.00						
N 6 WEWS 09/11/12 09/		И-F 5-6p News И-F 5-6p News	СМ	5-6p	МГWГF	:30	8 \$1	I,100.00 P-2	0.00 NM	8	\$8,800.00
Start Date End	l Date	Weekdays	Spots/Week	Rate	Rating						
	16/12	- TWTF		\$1,100.00	0.00						
Week: 09/17/12 09/2	23/12		0	\$0.00	0.00						
N 7 WEWS 09/11/12 09/		И-F 6-630p News И-F 6-630p News	СМ	6-630p	MTWTF	:30	4 \$1	1,500.00 P-2	0.00 NM	4	\$6,000.00
Start Date End	Date	Weekdays	Spots/Week	Rate	Rating						
	16/12	- TWTF		\$1,500.00	0.00						
	23/12		0	\$0.00	0.00						_
N 8 WEWS 09/11/12 09/		M-Su 630-7p WN1 M-Su 630-7p WN1		630-7p	МГWГF	:30	4 \$1	1,800.00 P-2	0.00 NM	4	\$7,200.00
	l Date		Spots/Week	Rate	Rating						
	16/12	- TWTF	4	\$1,800.00	0.00						
	23/12		0	\$0.00	0.00						
N 9 WEWS 09/11/12 09/		И-F 7-730р И-F 7-730р	СМ	7-730p	МГЖГБ	:30	4 \$1	1,600.00 P-3	0.00 NM	4	\$6,400.00
	l Date		Spots/Week	Rate	Rating						
		- TWTF		\$1,600.00	0.00						
	23/12		0	\$0.00	0.00					ı	_
N10 WEWS 09/11/12 09/		И-F 730-8Р И-F 730-8Р	СМ	730-8p	MTWTF	:30	4 \$1	1,800.00 P-3	0.00 NM	4	\$7,200.00
Start Date End		Weekdays	Spots/Week	Rate	Rating						
		- TWTF	4	\$1,800.00	0.00						
Week: 09/17/12 09/2	23/12		0	\$0.00	0.00						
N11 WEWS 09/11/12 09/		И-F 1135p-1202a И-F 1135p-1202a	-	1135p-1207x	MTWTF	:30	4	\$800.00 P-2	0.00 NM	4	\$3,200.00
Start Date End	l Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/10/12 09/1	16/12	- TWTF	4	\$800.00	0.00						
Week: 09/17/12 09/2	23/12		0	\$0.00	0.00						
N12 WEWS 09/11/12 09/		M-SU 11-1135P L M-SU 11-1135P L		11-1135p	МГWГF- S	:30	5 \$2	2,000.00 P-3	0.00 NM	5	\$10,000.00





Contract / Revision 304801 Flight Dates 09/11/12-09/17/12 Hiatus Dates

<u>Original Date / Revision</u> 07/16/12 / 09/12/12 <u>Order Sep</u> 00:20:00

Advertiser Crossroads GPS Product Issue. 09.11.12-09.17.12 Estimate # 974

										Tot	als
Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp		Rtg Type	Spots	Amount
N12 WEWS	09/11/1	2 09/17/12	M-SU 11-1135P L M-SU 11-1135P I		11-1135p	MTWTF-S	:30	5 \$2,000.00 P-3	0.00 NM	5	\$10,000.00
	t Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 09/1 Week: 09/1		09/16/12 09/23/12	- ТWГF- S	5 0	\$2,000.00 \$0.00	0.00 0.00					
N13 WEWS			OSU Football	CM	12p-1130p	S-	:30	1\$20,000.00 P-1	0.00 NM	1	\$20,000.00
			Ohio State Footb	all			.50	1ψ20,000.001-1	O.OO INIVI	'	Ψ20,000.00
Star Week: 09/1	<u>t Date</u> 10/12	End Date 09/16/12	<u>Weekdays</u> S-	Spots/Week	<u>Rate</u> \$20,000.00	Rating 0.00					
N14 WEWS	09/16/1	2 09/16/12	SU GMA 8-9A SU GMA 8-9A	CM	8-9a	S	:30	1 \$500.00 P-2	0.00 NM	1	\$500.00
	t Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
Week: 09/1		09/16/12	S	1	\$500.00	0.00			2 22 1114		
N15 WEWS	09/16/1	2 09/16/12	SU This Week 9-		9-10a	S	:30	1 \$2,000.00 P-1	0.00 NM	1	\$2,000.00
	t Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
Week: 09/1		09/16/12	S		\$2,000.00	0.00					
N16 WEWS	09/16/1	2 09/16/12	SU 6-630p News SU 6-630p News	CM	6-630p	S	:30	2 \$1,200.00 P-1	0.00 NM	2	\$2,400.00
	t Date	End Date	Weekdays S	Spots/Week	Rate	Rating					
Week: 09/1		09/16/12	S		\$1,200.00	0.00	.20	4	0.00 NIM		Ф4 Б0 00
N17 WEWS	09/17/1	2 09/17/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	M	:30	1 \$450.00 P-2	0.00 NM	1	\$450.00
Star Week: 09/1	<u>t Date</u> 17/12	End Date 09/23/12	<u>Weekdays</u> M	Spots/Week 1	Rate \$450.00	Rating 0.00					
N18 WEWS	09/17/1	2 09/17/12	M-F GMA 7-9a M-F GMA 7-9a	СМ	7-9a	М	:30	3 \$500.00 P-2	0.00 NM	3	\$1,500.00
Star Week: 09/1	t Date 17/12	End Date 09/23/12	Weekdays M	Spots/Week 3	Rate \$500.00	Rating 0.00					
N19 WEWS	09/17/1	2 09/17/12	M-F 12-1230pm N M-F 12-1p News	lews CM	12-1p	М	:30	1 \$800.00 P-2	0.00 NM	1	\$800.00
<u>Star</u> Week: 09/1	t Date 17/12	End Date 09/23/12	Weekdays M	Spots/Week 1	Rate \$800.00	Rating 0.00					
N20 WEWS	09/17/1	2 09/17/12	M-F 1-2p M-F 1-2p	CM	1-2p	М	:30	1 \$450.00 P-2	0.00 NM	1	\$450.00
Star	t Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 09/1		09/23/12	M	1	\$450.00	0.00					
N21 WEWS	09/17/1	2 09/17/12	M-F 4-5p Dr. OZ M-F 4-5p Dr. Oz	СМ	4-5p	M	:30	1 \$800.00 P-2	0.00 NM	1	\$800.00
Star Week: 09/1	rt Date 17/12	End Date 09/23/12	<u>Weekdays</u> M	Spots/Week 1	Rate \$800.00	Rating 0.00					
N22 WEWS			M-F 5-6p News M-F 5-6p News	CM	5-6p	M	:30	1 \$1,100.00 P-2	0.00 NM	1	\$1,100.00
Star Week: 09/1	t Date	End Date 09/23/12	Weekdays M	Spots/Week 1	Rate \$1,100.00	Rating 0.00					
N23 WEWS			M-F 6-630p News M-F 6-630p News	CM	6-630p	M	:30	1 \$1,500.00 P-2	0.00 NM	1	\$1,500.00
	t Date	End Date	Weekdays M	Spots/Week	Rate	Rating					
Week: 09/1		09/23/12		1	\$1,500.00 630-7p	0.00 M	:30	1 \$1 900 00 0 2	0.00 NM	1	¢1 000 00
INZ# VVEVVO	U 3 /17/1.	۷۳/۱//۱۷ د د ۱۳	M-Su 630-7p WN M-Su 630-7p WN		030-7P	IAI	.30	1 \$1,800.00 P-2	U.UU INIVI	'	\$1,800.00





Contract / Revision 304801 Flight Dates 09/11/12-09/17/12 Hiatus Dates

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Advertiser Crossroads GPS Product Issue. 09.11.12-09.17.12 Estimate # 974

In Ch. S	tart End	Inventory Code	Drook	Ctort/End T	ima Dava	lan Cn	oto	Doto Dri	Dta Tuno	Tota	
		Inventory Code		Start/End T		Len Sp		Rate Pri			Amount
N24 WEWS 09	/17/12 09/17/12	M-Su 630-7p WN M-Su 630-7p WN		630-7p	М	:30	1	\$1,800.00 P-2	0.00 NM	1	\$1,800.00
Start Da Week: 09/17/1		Weekdays M	Spots/Week 1	Rate \$1,800.00	Rating 0.00						
N25 WEWS 09		M-F 7-730p 7-730p The List	СМ	7-730p	M	:30	1	\$1,100.00 P-1	0.00 NM	1	\$1,100.00
Start Da Week: 09/17/1		Weekdays M	Spots/Week		Rating 0.00						
N26 WEWS 09		M-F 730-8P	CM	730-8p	M	:30	1	\$1,100.00 P-1	0.00 NM	1	\$1,100.00
		730-8p Let's Ask	America					, ,			, ,
Start Da Week: 09/17/1		Weekdays M	Spots/Week 1	Rate \$1,100.00	Rating 0.00						
N27 WEWS 09	/17/12 09/17/12	M-F 1135p-1202a	a Nightl@M	1135p-1207	(M	:30	1	\$800.00 P-2	0.00 NM	1	\$800.00
		M-F 1135p-1202a	a Nightlir								
Start Da		<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 09/17/1		M	1	\$800.00	0.00						•
N28 WEWS 09	/17/12 09/17/12	M-SU 11-1135P L M-SU 11-1135P I		11-1135p	M	:30	1	\$2,000.00 P-3	0.00 NM	1	\$2,000.00
Start Da		Weekdays	Spots/Week	Rate	Rating						
Week: 09/17/1		M		\$2,000.00	0.00						
N29 WEWS 09	/17/12 09/17/12	Monday Prime Sp Monday Prime Sp		CMA Music I	Festiv <i>a</i> M	:30	1	\$4,000.00 P-3	0.00 NM	1	\$4,000.00
Start Da Week: 09/17/1		Weekdays M	Spots/Week 1	Rate \$4,000.00	Rating 0.00						
N30 WEWS 09	/11/12 09/12/12	M-F 9-10a M-F 9-10a	СМ	9-10a	- TW	:30	2	\$700.00 P-1	0.00 NM	2	\$1,400.00
Start Da Week: 09/10/1		Weekdays - TW	Spots/Week 2		Rating 0.00						
Spot Ch Dat	e Range I	<u>Description</u>	Star	t/End Time	W	/eekdays	Lei	ngth Rate	Rtg Type		
	10/12-09/16/12	M-F 9-10a	9-10	a	- '	TW	-	:30 (\$700.00)	0.00 <i>NM</i>		
See Mo		-1									
	rk Breaking New 14/12-09/14/12 I		9-10	la.		F		:30 \$700.00	0.00 NM		
	30.2 09/11	vi-i 3-10a	9-10			1		.50 \$700.00	O.OO INIVI		
										=014	

Totals 79\$106,500.00